

REMARKS/ARGUMENTS

1. Claims 1, 2, 5-7, 11-13, 16-18, 22, 23, 26-28 and 32 were rejected under 35 U.S.C. 103(a) as unpatentable over Bolle (U.S. Patent No. 5,546,475) in view of Henry (U.S. Patent No. 6,530,521); and claims 3, 4, 8-10, 14, 15, 19-21, 24, 25, and 29-31 were rejected under 35 U.S.C. 103(a) as unpatentable over Bolle (U.S. Patent No. 5,546,475) in view of Henry (U.S. Patent No. 6,530,521) and further in view of Slater (U.S. Patent No. 6,483,570).

Claims 33-58 are currently pending in this application. Claims 1-32 have been cancelled without prejudice. New claims 33-58 have been added to more distinctly claim and particularly point out applicant's invention. The rejections above have been traversed and, as such, the applicant respectfully requests reconsideration of the allowability of claims 33-58.

2. As discussed above, new claim 33 has been added. Claim 33 includes the following recital:

identifying the restaurant, based on the recognition of the restaurant in the digital image of the location, and not based on the recognition of an optical code;

retrieving restaurant information via a computer network, based on the identification of the restaurant;

displaying at least a portion of the restaurant information on the handheld cellular telephone; and

facilitating at least one associated task based on the restaurant information, the at least one associated task including facilitating reservations for the restaurant.

Bolles, Henry and Slater, individually or in combination do not address identifying a restaurant based on recognizing the restaurant in a digital image of the location, retrieving and displaying restaurant information, and facilitating reservations for the restaurant

based on the restaurant information. For these reasons, claim 33 and claims 34-41 that depend therefrom, are patentably distinct from the prior art.

3. As discussed above, new claim 42 has been added. Claim 42 includes the following recital:

receiving a selection of a task, wherein the task includes making reservations for the restaurant; and

identifying the restaurant, based on the recognition of the restaurant in the digital image of the location, and not based on the recognition of an optical code;

facilitating the making of the reservations for the restaurant via communication with the computer network and based on the identification of the restaurant, wherein the facilitating includes retrieving restaurant information.

Bolles, Henry and Slater, individually or in combination do not address identifying a restaurant based on recognizing the restaurant in a digital image, and facilitating reservations for the restaurant based on the recognition of the restaurant. For these reasons, claim 42 and claims 43-49 that depend therefrom, are patentably distinct from the prior art.

4. As discussed above, new claim 50 has been added. Claim 50 includes the following recital:

identifying the event venue, based on the recognition of the event venue in the digital image, and not based on the recognition of an optical code;

retrieving event information via a computer network based on the recognition of the event venue;

facilitating at least one associated task associated with the event venue, based on the event information; and

displaying at least a portion of the event information on the handheld cellular telephone.

Bolles, Henry and Slater, individually or in combination do not address identifying an event venue based on recognizing the event venue in a digital image, retrieving and displaying event information, and facilitating an associated task based on the event information. For these reasons, claim 50 and claims 51-58 that depend therefrom, are patentably distinct from the prior art.

Conclusions

For the foregoing reasons, the applicant believes that claims 33-58 are in condition for allowance and respectfully request that they be passed to allowance.

The Examiner is invited to contact the undersigned by telephone or facsimile if the Examiner believes that such a communication would advance the prosecution of the present invention.

A request for continuing examination is filed concurrently herewith along with a credit card form authorizing payment of the associated fee. No additional fees are believed to be due. Please charge any additional required fees to deposit account No. 502126 (WLR002).

RESPECTFULLY SUBMITTED,

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